



WILLIAM T FUJIOKA  
Chief Executive Officer

## County of Los Angeles CHIEF EXECUTIVE OFFICE

713 KENNETH HAHN HALL OF ADMINISTRATION  
LOS ANGELES, CALIFORNIA 90012  
(213) 974-1101  
<http://ceo.lacounty.gov>

January 15, 2008

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

**DEPARTMENT OF PUBLIC HEALTH: ACCEPTANCE OF A DONATION FROM  
NOVARTIS CONSUMER HEALTH, INC.  
(ALL SUPERVISORIAL DISTRICTS)  
(3 VOTES)**

**IT IS RECOMMENDED THAT YOUR BOARD:**

Approve and authorize the Director of the Department of Public Health (DPH), or his designee, to accept a donation made to DPH's Tobacco Control and Prevention Program (TCPP) from Novartis Consumer Health (Novartis) which will allow DPH to distribute Novartis' donation of 30,000 packages containing a one-month supply of nicotine gum through community pharmacies and/or County health clinics by March 15, 2008, at a retail value of \$1,300,000.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The donation received from Novartis will enable DPH TCPP to distribute nicotine gum through community pharmacies and County health clinics to smokers with no insurance or other source of coverage in Los Angeles County. The distribution of this nicotine replacement therapy product will complement existing efforts in a countywide initiative to increase access and utilization of cessation resources available to smokers with no coverage for tobacco cessation services. Due to a short expiration date, the nicotine gum must be distributed by March 15, 2008.

Board of Supervisors  
GLORIA MOLINA  
First District

YVONNE B. BURKE  
Second District

ZEV YAROSLAVSKY  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

### **FISCAL IMPACT/FINANCING**

The 30,000 one-month supply of packaged nicotine gum donated by Novartis has a retail value of \$1,300,000. In return for the donation, Novartis has request that DPH cover all packaging and shipping costs for the nicotine gum which is estimated at \$15,000. This \$15,000 expense will be 100 percent offset by grant funds previously received from L.A. Care Health Plan.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

On September 18, 2007 the Board approved a grant from L.A. Care Health Plan to support TCPP's participation in a Tobacco Cessation Initiative, for the period of October 1, 2007 through September 30, 2008. This donation will be utilized as part of the Tobacco Cessation Initiative.

The nicotine gum will be distributed to smokers in Los Angeles County who have no source of insurance coverage for smoking cessation medication as part of TCPP's Targeted Cessation Initiative. Using nicotine replacement therapies such as nicotine gum can double the likelihood of a smoker successfully quitting and is an effective strategy in comprehensive smoking cessation program.

In addition to Novartis' request that TCPP cover all packaging and shipping costs of the nicotine gum, Novartis has also requested that it be acknowledged for this donation with a press release and/or at other promotional events.

Attachments A and B provide additional information.

### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

Approval of the donation will allow TCPP to distribute nicotine gum to smokers in Los Angeles County who have no source of coverage for smoking cessation medication.

Honorable Board of Supervisors  
January 15, 2008  
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**CONCLUSION**

The Department of Public Health requires four signed copies of your Board's action. It is requested that the Executive Officer, Board of Supervisors, notify the Department of Public Health, Contracts and Grants Division, at (213) 240-8179 when this document is available.

Respectfully submitted,

  
WILLIAM T FUJIOKA  
Chief Executive Officer

WTF:SRH  
SAS:RM:bjs

Attachments (2)

c: County Counsel  
Director and Health Officer, Department of Public Health

011508\_DPH\_Novartis

## SUMMARY OF AGREEMENT

1. TYPE OF SERVICE:

The Tobacco Control and Prevention Program received a donation from Novartis Consumer Health (Novartis) which will allow the Department of Public Health (DPH) to distribute 30,000 packages containing a one-month supply of nicotine gum through community pharmacies and/or County health clinics.

2. TERM OF AGREEMENT:

Date of Board approval through March 15, 2008.

3. FINANCIAL INFORMATION:

The 30,000 one-month supply of packaged nicotine gum donated by Novartis has a retail value of \$1,300,000. In return for the donation, Novartis has requested that DPH cover all packaging and shipping costs for the nicotine gum which is estimated at \$15,000. This \$15,000 expense will be 100 percent offset by grant funds previously received by L.A. Care Health Plan.

4. GEOGRAPHIC AREA TO BE SERVED:

Countywide.

5. ACCOUNTABLE FOR MONITORING AND EVALUATION:

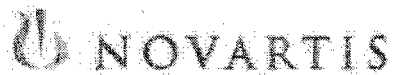
Linda Aragon, M.P.H., Director,  
Tobacco Control and Prevention Program

6. APPROVALS:

Public Health Programs:	Jonathan E. Freedman, Acting Chief Deputy
Contract Administration:	Gary T. Izumi, Division Chief
County Counsel (approval as to form)	Maya Lee, Deputy County Counsel

12/20/07

rm:PH#00370



December 4, 2007

Linda Aragon, MPH  
Los Angeles County Tobacco Control and Prevention Program  
3530 Wilshire Blvd., Suite 800  
Los Angeles, CA 90010

Dear Linda:

It is with great pleasure that Novartis Consumer Health donates 30,000 one-month courses of Thrive® stop smoking gum valued over \$1.3MM to the County of Los Angeles, Department of Public Health, Tobacco Control and Prevention Program (TCPP).

The stop smoking gum will be distributed to smokers in Los Angeles County who have no source of coverage for smoking cessation medication as part of your TCPP's *Targeted Cessation Initiative*. Using nicotine replacement therapies, such as nicotine gum, can double the likelihood of a smoker successfully quitting, and thus is an effective strategy of a comprehensive smoking cessation program.

As a condition of this donation, we requests that TCPP cover all repackaging and shipping costs of the stop smoking gum and acknowledge Novartis Consumer Health, INC., in communication pertaining to this donation, including press releases and other promotional events.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Rich Perez'.

Rich Perez  
Category Director – NRT  
Novartis Consumer Health